

Figure 1

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PROFILE GENERATION

202 Profile Item Type (Category/Vendor)	204 Profile Item Name	206 Query Rule
Category ▼	Beer	<if category == "beer" then return category>
Category ▼	Nuts	<if category == "nuts" then return category>
Category ▼	Diapers	<if category == "diapers" then return category>
Vendor ▼	P&G	<if vendor == "P&G" then return vendor>
Vendor ▼	Gerber	<if vendor == "Gerber" then return vendor>
▼		<end of profile>

Figure 2

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ADVERTISEMENT TARGETING		
<u>Default Ad ID</u> 302	<u>Targeted Ad ID</u> 304	<u>Profile Values</u> 306
GroceryStoreAd001	GC001Alt01	<category==beer> or <vendor==P&G>
GroceryStoreAd001	GC001Alt02	<category==diapers>
GroceryStoreAd001	GC001Alt03	<vendor==Gerber>
GroceryStoreAd001		<end of profile>

Figure 3

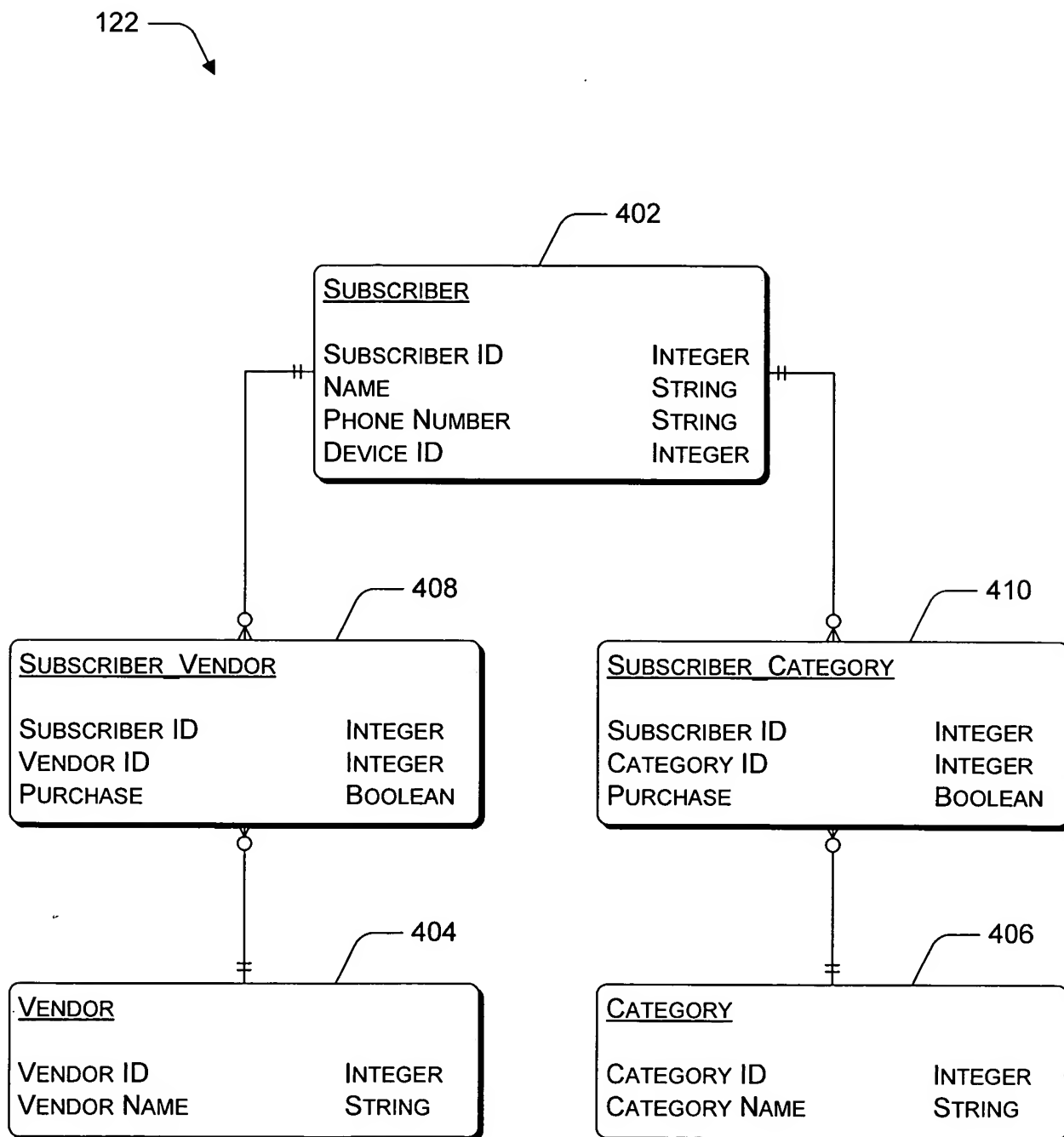


Figure 4

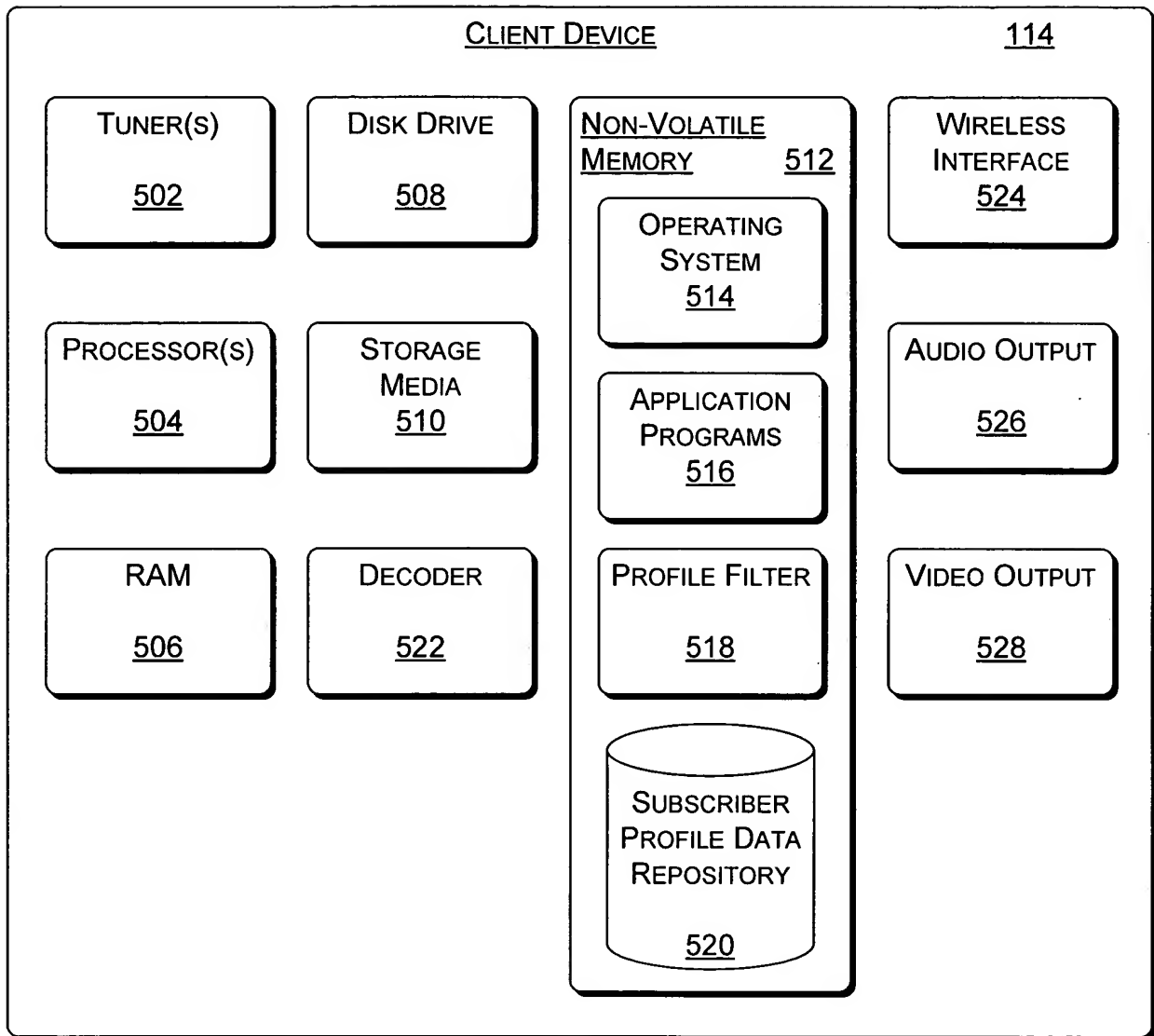


Figure 5

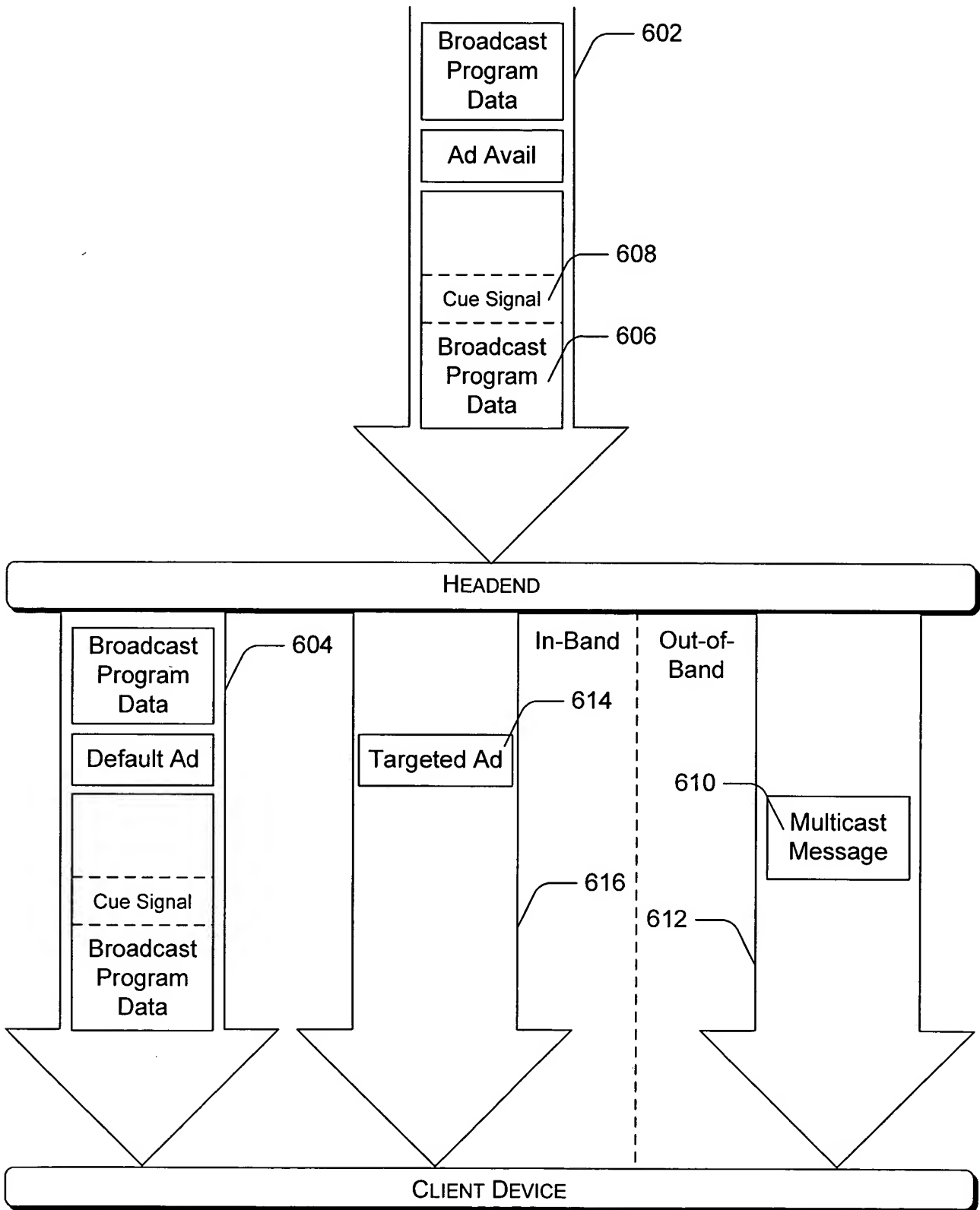


Figure 6

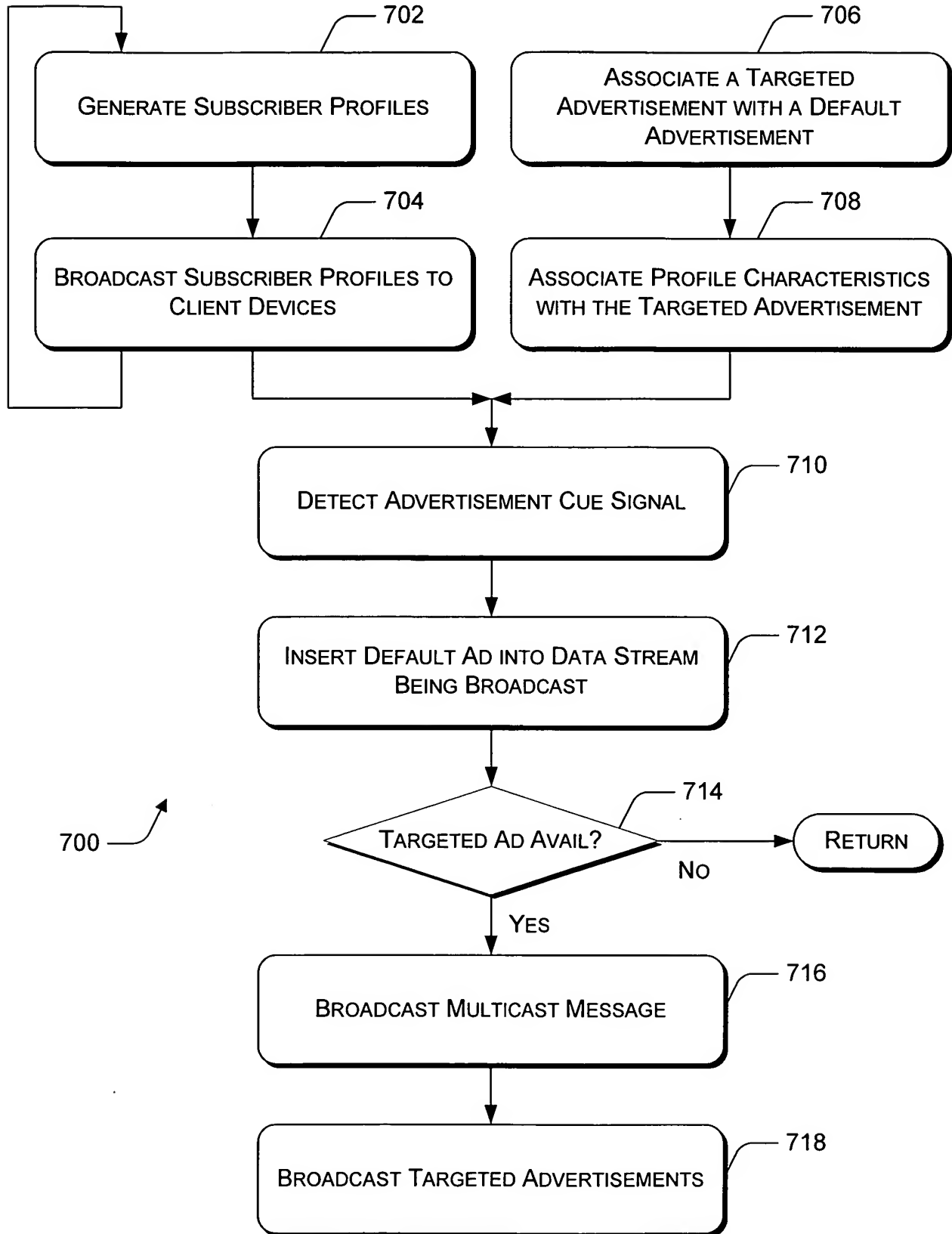


Figure 7

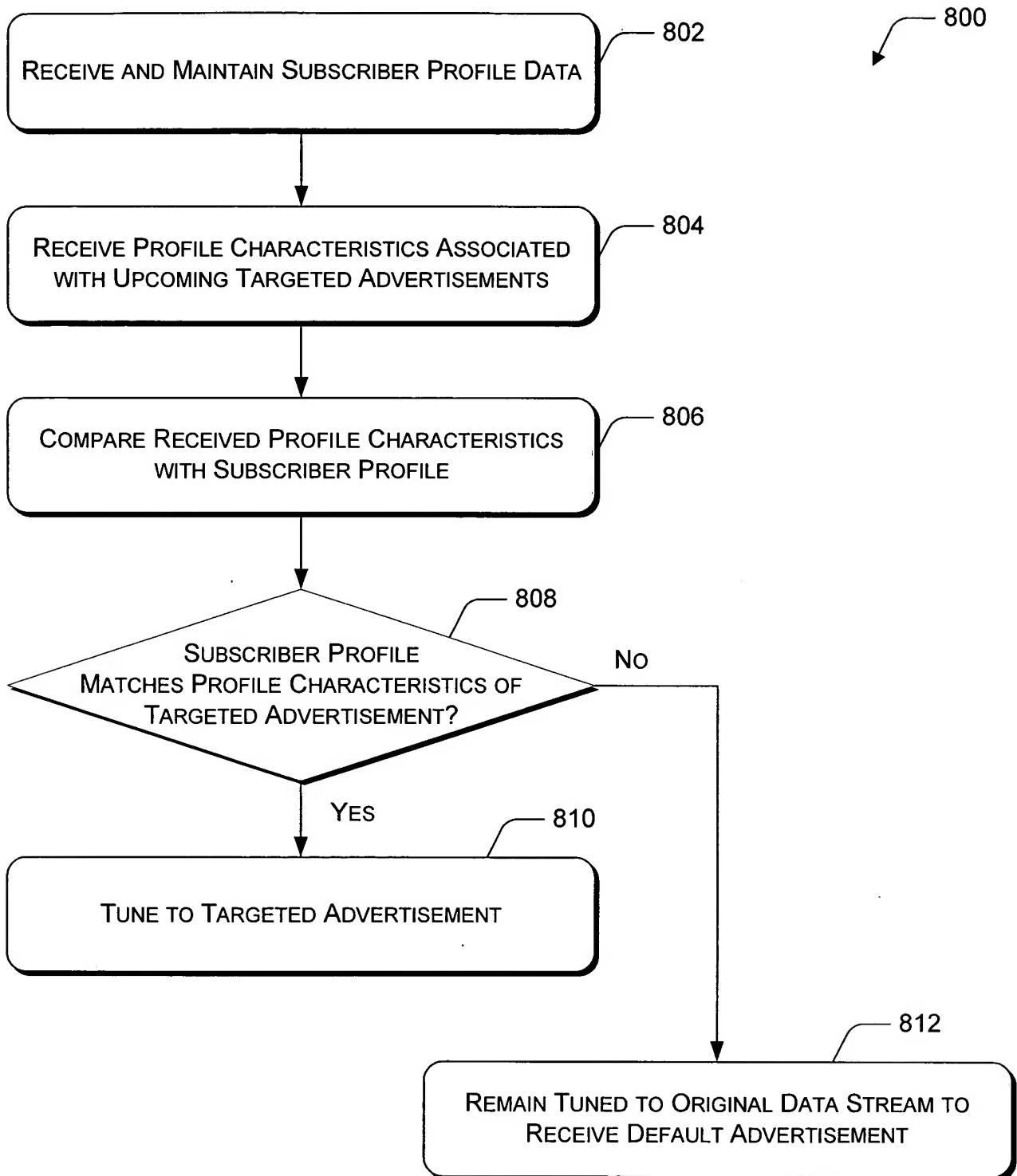


Figure 8